



Mobile Video Portal for Media Companies

The market is ready for mobile video — are you? Our Mobile Video Portal manages and delivers live and on-demand video experiences across the broadest range of devices and operating systems from a single platform.

The Mobile Video Opportunity

The verdict is in: the market is hungry for mobile video. Unlimited data plans, variety of content and larger screens on mobile devices continue to drive mobile video adoption, as confirmed by a recent Nielsen report that found mobile video viewing increased by 70% versus 2008 – with over 15 million Americans reporting watching mobile video in the second quarter of 2009 – the largest annual growth rate to date.¹

Proven Mobile Video Portal Solutions

RealNetworks has over 15 years of experience in delivering digital entertainment to consumers and operators around the world. Today, Real enables and delivers high quality live and on-demand video for thousands of different devices with our Mobile Video Portal solution running on Real's Media Entertainment Platform.

Build and brand mobile apps for:

- iPhone and Windows Mobile devices
- Android, BlackBerry and Symbian devices
- All J2ME (Java) -based devices supporting video
- Easily build mobile web sites available to more devices

All from an advanced Video Management Suite!

Real's mobile video customers deliver over 20 million video views per month from our robust mobile video solution that is among the fastest video on-demand ingestion system available in the industry with video available to mobile devices in under 15 minutes.

Simple Execution, Immense Benefits

Real powers Tier 1 mobile operator video service solutions and mobile video delivery to media companies today with over 150 content partners using our video lifecycle tools to ingest & manage video today.

- White-Label solution for powering Live & VOD Mobile Video Apps
- All-in-one platform to create, manage & publish a rich mobile video experience
- Widget based design allows maximum flexibility, as well as a hardened set of UI elements
- Leverage platform utilized by Tier 1 Mobile Operators
- Over-the-air update of skins & application text



Mobile Video Portal for Media Companies

The Mobile Video Portal is a hosted solution utilizing Real's industry proven Mobile Entertainment Platform, effortless to implement with cost-effective benefits such as:

- Reduce costs associated with managing multiple vendors to launch rich mobile experiences
- Test optimization strategies quickly across the broadest range of mobile devices
- Zero engagement with development organizations to try new distribution channels in Mobile
- Generate new revenue streams through mobile advertising, subscription, retail, or rental models
- Drive increased usage by including live event content
- Capitalize on sponsorship and co-brand opportunities with existing partners and new strategic relationships

Web-Based Content Management

The Video Management Suite is accessible via a browser from wherever your team is located and included with the Mobile Video Portal solution. Its capabilities include:

- **Site Management**
A powerful tool that controls data for your portal storefront
- **Style Management**
Maintain page level style elements, launch microsites and sponsorships
- **Plan Management**
Bundle content with pricing and usage rights to create plans; support for subscription, rental and retail
- **Asset Management**
Web Upload tool to submit content directly to our automated ingestion system
- **Video and Site Analytics**
Time spent on site and on video, next/previous video flow, page flow, referrers and more
- **Sales and Usage Reports**
Reports for billing, rental, subscriptions, devices, etc.
- **Automated Video Conversion and Optimization**
Package video for delivery to the widest range of mobile devices by considering memory usage, application size, video quality, and screen size

The Real Difference

The Mobile Video Portal supports multiple business models and provides media companies with a competitive edge. In a crowded marketplace where many providers claim digital entertainment expertise, Real stands alone as the only provider focused entirely on delivering best of breed digital entertainment services.

Contact Us

For more information, please contact realnetworksasp@real.com or visit our website at www.realnetworks.com

